

End the Trend

Johnson County Mental Health Center
Jamie Katz, MPH, CPP

June 2017 - January 2018



"Give your throat a vacation..."

Smoke a **FRESH** cigarette"

If the cigarette you have been smoking stings or burns your throat, switch to Camels and see the difference.

It's the peppery dust left in tobacco by inefficient cleaning methods that makes you cough.

It's the unkindly hot smoke of harsh, dried-out tobacco that burns and irritates your throat.

There is no peppery dust in Camels—that's whisked away by a special vacuum-cleaning process.

There are no stale, crumbly, parched tobaccos—the fine Turkish and mild Domestic tobaccos of which Camels are blended come to you in prime, factory-fresh condition, thanks to the Humidor Pack.

This scientific germ-safe wrapping—not plain ordinary Cellophane, but moisture-

proof Cellophane which costs nearly twice as much—seals in all the natural aroma and freshness, seals it so tightly that wet weather cannot make Camels damp, nor drought weather make them dry.

Camels are milder and more throat-friendly because they are dust-free and fresh.

Give your throat a vacation, switch to Camels for just one day. Then leave them—if you can.

You're in CAMEL QUARTER HOUR including Marlboros, B&W and King West or Camel Softsmokers, Remy's, Jantzen, Bonito or Columbia Station—only eight except Purley.



CAMELS

Mild... NO CIGARETTE AFTER-TASTE



Don't remove the moistureproof wrapping from your package of Camels after you open it. The Humidor Pack is protection against heat and gases. In offices and homes, even in the dry atmosphere of artificial heat, the Humidor Pack delivers fresh Camels and keeps them right until the last one has been smoked.

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**LOVE
YOUR
LUNGS**



**SIMPLE
REFRESHING
SMOKE FREE**



<https://www.youtube.com/watch?v=3FtNm9CgA6U>



<https://www.youtube.com/watch?v=IJNR2EpS0jw>

The Strategy

**END THE
TREND** |

The Process

Conducted six focus groups with students throughout Johnson County

- Vape is cool
- Vape may safer
- Vape is a hobby/art form - Tricks, blow clouds, competitions
- There is peer (internal) pressure to use vape
- Vape is a stress reliever (from school, life, etc.), it helps with coping
- Vape is easier to obtain, cheaper (in the long run), smells better, portable and easy to conceal, variety of flavors, no yellow teeth or smelly hands, no wrinkles, non-addictive,
- You can get a “buzz” if you have a high level of nicotine, but then you can’t do tricks
- Reasons why teens don’t vape: Parents, unknown (don’t know what's in it or if it’s safe), \$\$, seems stupid, addicting?, haven't been offered vape
- Name: Vape or Mod (old people use e-cigarettes to quit using cigarettes)
- Population: teens trying it in middle school. By Junior and Senior years, teens have made up minds whether to vape or not

Contracted with a marketing team

- Budget ~\$90,000
 - Media Placement \$32,500
 - Creative development: \$43,000
 - Marketing plan and project management: \$14,500

Campaign Goal

Develop a social norms media campaign focusing on countering some of the misperceptions about vaping among middle- and early high-schoolers throughout Johnson County, Kansas

Key Objectives

- 1) Develop and position endthetrend as a reputable but relatable expert
- 1) Encourage our audience to engage amongst themselves and with parents/teachers/mentors to participate in helping end the trend
- 1) Create a “home” for the campaign in which all the creative can live for as long as needed
- 1) Communicate across three key themes: unknown, uncool, unsafe

Key Strategies

- 1) Utilize primarily digital avenues for reaching our target audience
 - a) Social media (Snapchat, Instagram, Twitter, Facebook, YouTube)
 - b) Google
 - c) Branded website (endthetrend.me)
- 1) Keep the creative relevant, timely and generally lighthearted by using video, animated .gifs and memes that are easy to view and share
- 1) Launch the campaign face-to-face at the Youth Symposium
- 1) Create support materials that can be used within schools

Is It Really a Safer Alternative?

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<https://www.youtube.com/watch?v=YbGtMYk3Zt8>

Safer Alternative Video #1

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<https://www.youtube.com/watch?v=r1e6A9SJCGw>

Safer Alternative Video #2



<https://www.youtube.com/watch?v=ioAuKHcx16I>

Safer Alternative Video #3

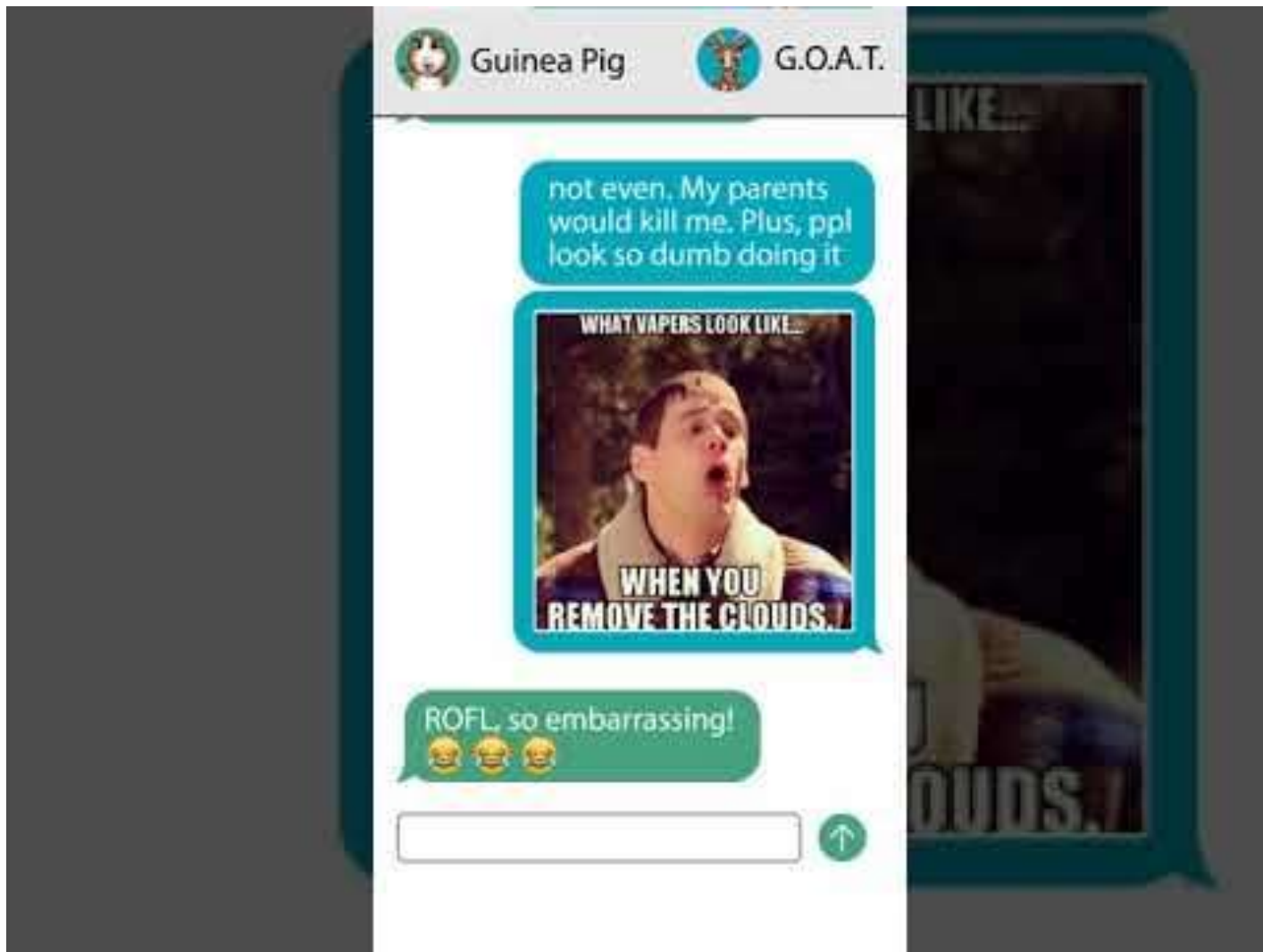
**END THE
TREND**

Be the G.O.A.T. (not the Guinea Pig)

**END THE
TREND**

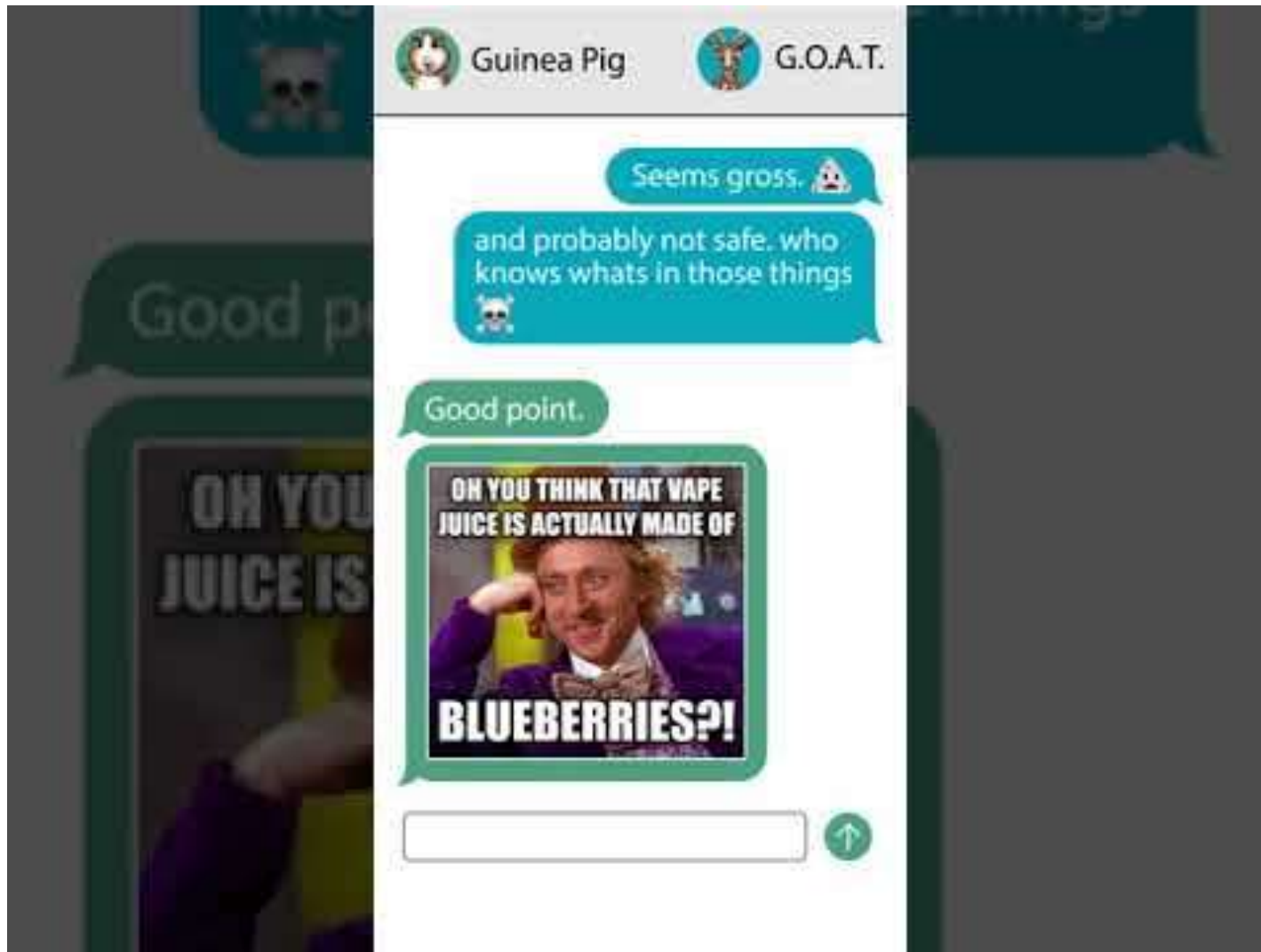
Be the G.O.A.T., not the guinea pig





<https://www.youtube.com/watch?v=MwDq1SZzDpQ>

G.O.A.T. and Guinea Pig Text It Out Video #1



<https://www.youtube.com/watch?v=5DxZwumWHq0>

G.O.A.T. and Guinea Pig Text It Out Video #2

When e-juice is heated and vaporized,
the truth becomes...a little cloudy.



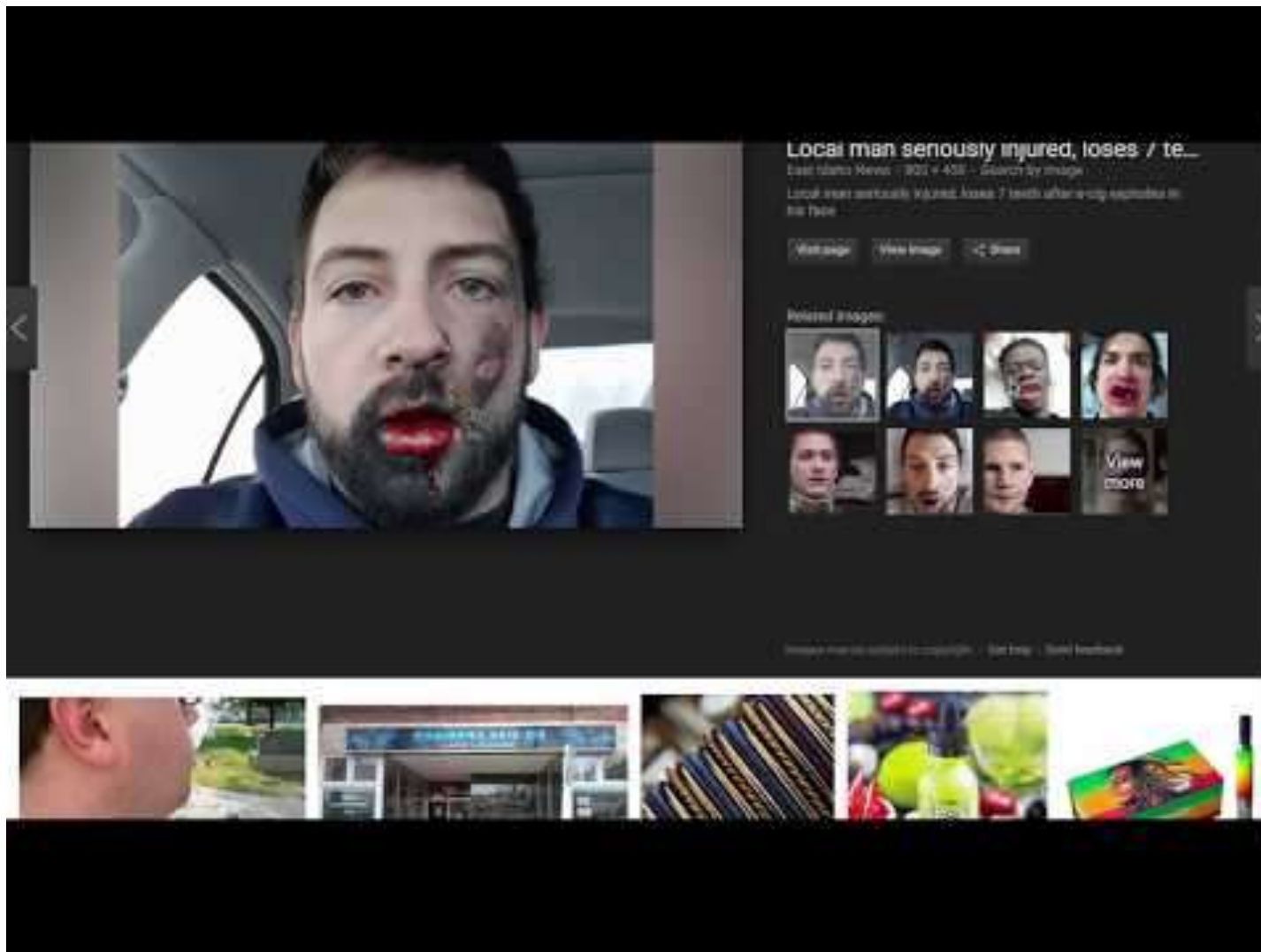
<https://www.youtube.com/watch?v=6SdVohnjJHI>

What's In Your E-Juice? Video #1

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Don't Google It!

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<https://www.youtube.com/watch?v=2DsuMMn0twU>

Do Yourself a Favor and Don't Google It

Supplemental GIFs and Memes

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MY RESPONSE WHEN SOMEONE TELLS ME



THEY WANT TO BE A "VAPER" ...

THINGS YOU COULD DO



INSTEAD OF VAPING ...





**OH YOU THINK THAT VAPE
JUICE IS ACTUALLY MADE OF**

BLUEBERRIES?!

**WHEN SOMEONE ASKS IF I WANT
TO TRY VAPING ...**







ENDTHETREND.ME

**END THE
TREND**

VAPPOORIZE

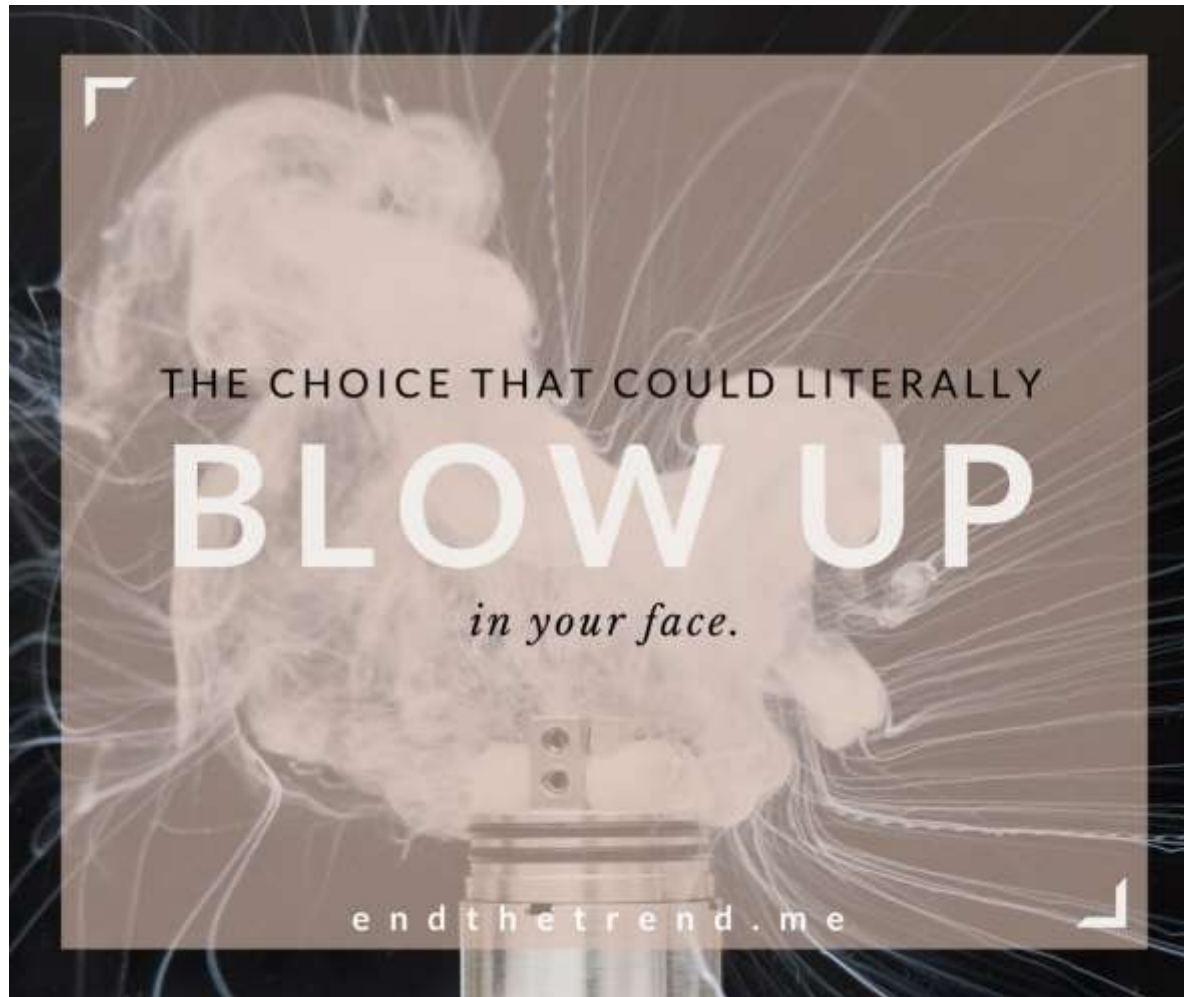
**TEEN AND PRE-TEEN
VAPING**



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**END THE
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Anyone can create something similar on Canva
www.canva.com/

Parent Component

**END THE
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PARENTS
are the
#1
REASON
teens and pre-teens
CHOOSE NOT
to VAPE.

ENDTHETREND.ME

**ENDTHE
TREND**

PARENTS
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Shareables
Download
Your Ideas



END THE TREND



Get educated. Arm yourself with the truth.

If you've managed to steer clear of this trend we call vaping thus far, you may not be familiar with what it is, the subculture associated with it or why it's become popular. Here are a few facts and resources to help you understand why we're working to arm Johnson County teens and their parents with information about this unsafe and unusual behavior.

What is this vaping business anyway?

Vaping is the act of inhaling and exhaling the vapor produced by an electronic cigarette or vaporizer.



Just when you thought cigarettes were dead ...

As the traditional smoking trend continues to decline, vaping came on the scene with a cigarette for the digital age. Electronic cigarettes, commonly referred to as e-cigs, mods, PVs (personal vaporizers) or vape pens, are battery powered and contain solutions (e-liquid) that are heated to release an aerosol (vapor) inhaled by the user. The e-liquid can contain propylene glycol (PG), vegetable glycerin (VG), nicotine, flavorings and other substances.

So what's stopping some teens?

Turns out, according to youth from throughout the Johnson County area, there are a few common reasons why kids are opting out of this dangerous trend. From peer pressure to parent interaction, it typically begins with a conversation. Below are a few important points to incorporate when reminding your friends, schoolmates and other teens why it's better to be the G.O.A.T. (Greatest Of All Time) than to be the vape industry's guinea pig by trying it.

Yeah, we said it's uncool. So did you.

Young people are starting to pick up on the fact that vaping isn't all it's cracked up to be by those glorifying it on the Internet and in social media. In fact, according to the Centers for Disease Control (CDC), 2018 marked the first decline in teen vaping rates. We polled local teens and they confirmed our suspicions: the list of reasons to avoid e-cigarettes is long. Here's why they don't vape, and you shouldn't either.





And the number one deterrent is ... PARENTS!

Turner has it that -- surprise -- parents and teens usually do give a first place what their parents think and say. (Well, maybe not when it comes to fashion or keeping a clean room in the home, the usual parent dispute suspects.) When we polled Johnson County youth, they unanimously voted their parents as the primary reason for choosing not to vape.

If you're torn on the fence about having a conversation with your child or your parents, don't wait ... make it happen today and join us in our march to the end of the trend of teen vaping. YOU matter and YOU can make a difference!

Ideas for Implementation

**END THE
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Stickers



END THE TREND

The use of e-cigarettes, a tobacco product often glamorized by advertisements targeted at today's youth, has become a rapidly increasing trend among teens in the past five years. And with the jury still out regarding just how harmful these products may be to our health, it's as if those trying them are willing to be the industry's guinea pigs.

End the Trend works to educate teens, pre-teens and parents about these products and provide conversations about the potential dangers and related consequences of using e-cigarettes, also known as vaping. We're encouraging local students to take a pledge to help end this trend and, rather than be a guinea pig, be the G.O.A.T. (greatest of all time!)

To make this happen, we need your help! These stickers are being provided to you to help your students connect with the End the Trend movement. All we ask is that you encourage them to do so by completing the following action items:

- 1 Visit endthetrend.me to learn more about this campaign and sign the pledge.
- 2 Place these stickers on their belongings, such as water bottles, phones, personal laptops and tablets, pencil pouches, instrument cases and binders, to help increase awareness.
- 3 Take a picture of their strategically and creatively placed sticker and post it on social media using [#endthetrendkc](https://twitter.com/endthetrendkc).

On December 11, the most creative photo will be selected and the winner will receive a \$25 Amazon gift card!

Thanks in advance for your help empowering today's teens and pre-teens to End the Trend!

[@endthetrendkc](https://twitter.com/endthetrendkc) endthetrend.me



JOHNSON COUNTY
Mental Health



Available to download and order on EndTheTrend.me

END THE TREND

Posters



Available to download on EndTheTrend.me

END THE TREND

SURE, PEOPLE SAY VAPING IS A SAFER
ALTERNATIVE TO SMOKING ...

IT'S SAFER THAN ...



**SWINGING A BAT
AT A BEE HIVE**



**TAKING PIZZA
OUT OF THE OVEN
WITH YOUR BARE
HANDS**



**WALKING IN
FRONT OF A
SCHOOL BUS**



**DABBING FROM
THE TOP OF THE
EMPIRE STATE
BUILDING**

JUST BECAUSE PEOPLE SAY
VAPING IS SAFER THAN CIGARETTES,
DOESN'T MAKE IT SAFE

#EndTheTrend
@endthetrendkc

**END THE
TREND**

Watch the video series at
endthetrend.me

SURE, PEOPLE SAY VAPING IS A SAFER
ALTERNATIVE TO SMOKING ...

IT'S SAFER THAN ...



**SWIMMING
WITH SHARKS
WHILE DRESSED
AS A SEAL**



**FLYING A KITE IN
THE MIDDLE OF A
LIGHTNING STORM**



**BRUSHING YOUR
TEETH WITH
TOILET WATER**



**WATCHING A
MONSTER TRUCK
RALLY FROM THE
PIT FLOOR**

JUST BECAUSE PEOPLE SAY
VAPING IS SAFER THAN CIGARETTES,
DOESN'T MAKE IT SAFE

#EndTheTrend
@endthetrendkc

**END THE
TREND**

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SURE, PEOPLE SAY VAPING IS A SAFER
ALTERNATIVE TO SMOKING ...

IT'S SAFER THAN ...



**PLAYING YOUR
FAVORITE VIDEO
GAME FOR 72
HOURS STRAIGHT**



**GETTING A
TATTOO AT HOME
FROM YOUR BEST
FRIEND**



**PRACTICING
YOUR KICKFLIPS
WHILE SKITCHING
A RIDE IN TRAFFIC**



**EATING ONLY
CHEESE PUFFS
FOR THE REST OF
YOUR LIFE**

JUST BECAUSE PEOPLE SAY
VAPING IS SAFER THAN CIGARETTES,
DOESN'T MAKE IT SAFE

#EndTheTrend
@endthetrendkc

**END THE
TREND**

Watch the video series at
endthetrend.me

**END THE
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Photo Booth



Pledging Support To Vaporize The Trend

Pledge your support to vaporize the trend.

I'M IN.

CONNECT WITH THE MOVEMENT



ABOUT END THE TREND

End the Trend works to educate teens, pre-teens and parents about e-cigarettes, a tobacco product that is often glamorized by advertisements targeted at today's youth. We're hoping to provoke those exposed to our messaging to have and extend conversations about the potential dangers and related consequences of using e-cigarettes, also known as vaping.

**END THE
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Other Ideas

Bookmarks in the young adult section of local libraries

Photovoice Project - Vaping



Chalk The Walk

Buttons



END THE TREND

The Results

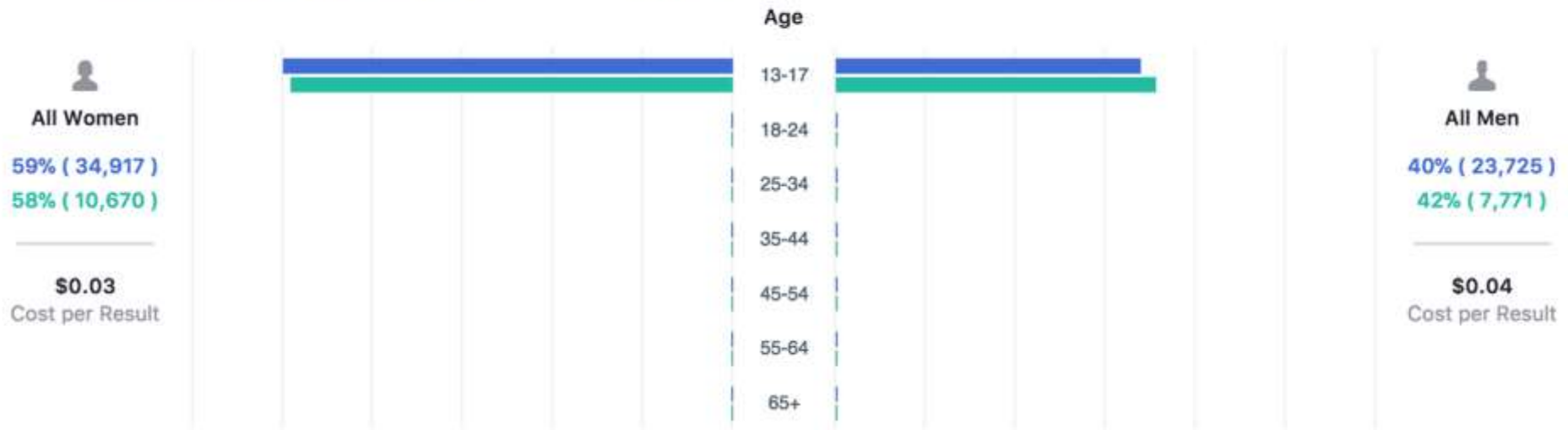


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Safer Alternatives on Facebook & Instagram

317,553 Impressions

59,000 Results: 3-Second Video Views ▾ 18,533 Reach ▾



Snapchat - Overall Impressions

\$9,524.68

SPEND

2.9M

PAID IMPRESSIONS

\$3.20

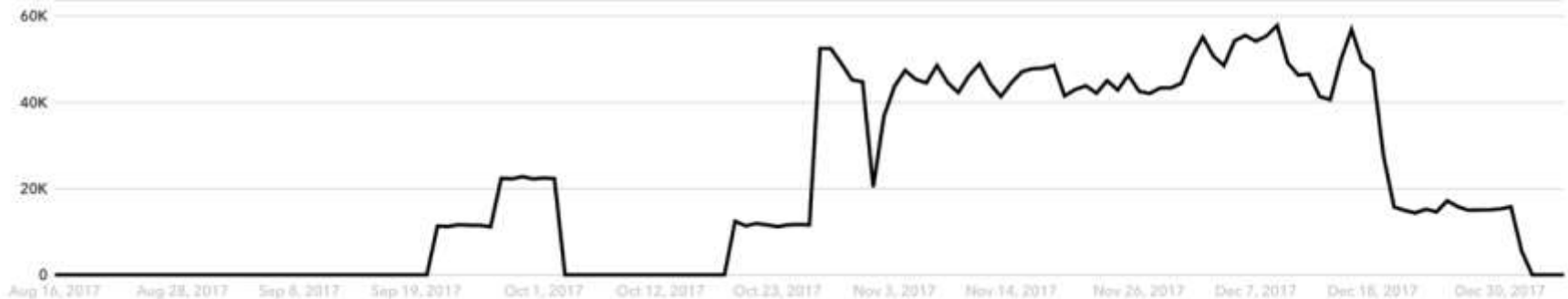
PAID ECPM

50.3K

SWIPE UPS

\$0.19

ECPSU



YouTube and Google Search

Clicks ▾

1.05K

Impr. ▾

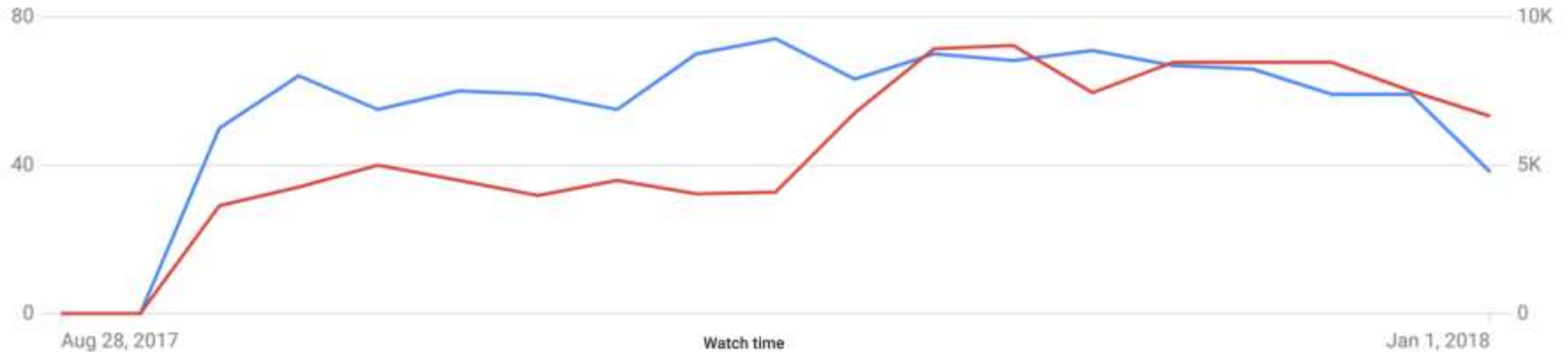
106K

Avg. CPC

\$2.41

Cost

\$2.52K



Watch time
Minutes

2,855

Views

4,866

AVERAGE PERCENTAGE VIEWED

87%

**END THE
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Driving Clicks on Vape Searches

Average position 1.1

Total: Search terms						105,746	4,583 clicks, views	4.33%	\$0.55	\$2,521.27
<input type="checkbox"/>	vape juice	Broad match	None	Safer Alternative Video 1	Ad Group #1	1,488	14 clicks	0.94%	\$2.54	\$35.58
<input type="checkbox"/>	vape pen	Broad match	None	Safer Alternative Video 1	Ad Group #1	1,195	7 clicks	0.59%	\$1.96	\$13.73
<input type="checkbox"/>	vape pen	Phrase match (close variant)	None	Safer Alternative Video 1	Ad Group #1	692	8 clicks	1.16%	\$1.96	\$15.65
<input type="checkbox"/>	juul starter kit	Broad match	None	Safer Alternative Video 1	Ad Group #1	457	4 clicks	0.88%	\$2.99	\$11.97
<input type="checkbox"/>	phix vape	Broad match	None	Safer Alternative Video 1	Ad Group #1	447	10 clicks	2.24%	\$1.68	\$16.77
<input type="checkbox"/>	vape juice	Phrase match (close variant)	None	Safer Alternative Video 1	Ad Group #1	346	6 clicks	1.73%	\$2.38	\$14.25
<input type="checkbox"/>	phix starter kit	Broad match	None	Safer Alternative Video 1	Ad Group #1	337	4 clicks	1.19%	\$2.67	\$10.66
<input type="checkbox"/>	smok vape	Broad match	None	Safer Alternative Video 1	Ad Group #1	263	6 clicks	2.28%	\$2.22	\$13.33
<input type="checkbox"/>	vape mod	Broad match	None	Safer Alternative Video 1	Ad Group #1	240	4 clicks	1.67%	\$1.72	\$6.86
<input type="checkbox"/>	element vape	Broad match	None	Safer Alternative Video 1	Ad Group #1	215	9 clicks	4.19%	\$2.65	\$23.87
<input type="checkbox"/>	pulse vape	Broad match	None	Safer Alternative Video 1	Ad Group #1	186	7 clicks	3.76%	\$1.67	\$11.72
<input type="checkbox"/>	juul vape	Broad match	None	Safer Alternative Video 1	Ad Group #1	174	6 clicks	3.45%	\$2.30	\$13.82

Moderation



Jukka Kelovuori @jkelovuori · 2 Oct 2017

Replying to @endthetrendkc

Serious question.

What do you answer if a teen asks: "Which is more harmful, vaping or smoking cigarettes?"



Matthew Stone First of all not vaping or not doing any specific activity has nothing to do with being the goat so that is about as ridiculous as reefer madness. Which is what your entire cause is reminiscent of. Secondly the whole point is you don't know. What we do... See More
Reply · Unhide · 3w

Now this is only visible to the person who wrote it and their friends.

Dislikes

39



Banned People and Pages ↕

<input type="checkbox"/>	Name
<input type="checkbox"/>	 Jim McDonald
<input type="checkbox"/>	 Bryce Stevenson

 **Patrick Bendig**

Middleton Barron

Toby

Andrews

<input type="checkbox"/>	 Gavin Smith
<input type="checkbox"/>	 Felix Joseph Cerrato III
<input type="checkbox"/>	 Sean Wright
<input type="checkbox"/>	 Dustin Cardin
<input type="checkbox"/>	 Mandrake Devine
<input type="checkbox"/>	 Justin Elyard
<input type="checkbox"/>	 Zak Ney
<input type="checkbox"/>	 Bryan Elliot

Accounts you're blocking

You've blocked these accounts. You will not see their Tweets in your timeline. Additionally, blocked accounts cannot follow you or view your profile while logged in to Twitter. Learn more about [blocking](#).

All / [Imported](#)

[Advanced options](#) ▾

	Rphallisey @rphallisey845	Blocked
	Amelia Howard @Amelia_RH	Blocked
	It's OK to be Sparkly ❤️ @anImaginaryEcho	Blocked
	Jim McDonald @whycherrywhy	Blocked
	Hugh Crummond BSC 🇬🇧 @mick_suth	Blocked
	Tony H #52% @The_Morningstar	Blocked
	Christopher Adam Literally baffled at the stupidity in this campaign. Classic fear mongering saying vaping is just as safe as getting attacked by sharks. You're kidding, right? Like · Reply · Message · 2d	

You do have a more broad spectrum than you think. It is tacked on to every vape review/advocacy video on youtube.

END THE TREND

3,400,000
and counting

IMPRESSIONS

**END THE
TREND**

END THE TREND

www.endthetrend.me

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